ORDER

KSNV

Orders	**Order / Rev:**	106121 1		
	Alt Order #:	06848655		
	Product Desc:	BERKLEY FOR SENATE		
	Estimate:	30S		
	Flight Dates:	09/04/12 - 09/10/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/30/12 / 09/06/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	**Name:**	**Shorr Johnson Magnus**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%
Advertiser	**Name:**	Berkley, Shelley for Senate -Revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	70	$35,900.00	$30,515.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	$35,900.00	$30,515.00	0.00
Totals	70	$35,900.00	$30,515.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	40%	$35,900.00
Market	100%	$89,750.00

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KLAS	25%	$22,437.50
KLVX	0%	$0.00
KSNV-	0%	$0.00
KTNV	20%	$17,950.00
KTUD	0%	$0.00
KVVU	13%	$11,667.50
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	2%	$1,795.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagner Wake Up Early Wagners	6M	430a-5a	-TWT---	:30	4	$200.00	1	0.00 NM	4	$800.00

WAKE UP

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/03/12	09/09/12	-TWT---	4	$200.00	0.00

Order #/Rev: 106121 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06848655 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 09/04/12 - 09/10/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagn Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	4	$200.001	0.00	NM	4	$800.00
	WAKE UP													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-TWT---	4	$200.00	0.00								
E 2	KSNV	09/10/12	09/10/12	Wake Up Early w/ Wagn Wake Up Early Wagners	CM	430a-5a	M------	:30	1	$50.003	0.00	NM	1	$50.00
	WAKE UP													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$50.00	0.00								
E 3	KSNV	09/04/12	09/07/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	8	$600.001	0.00	NM	8	$4,800.00
	WAKE UP													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-TWTF--	8	$600.00	0.00								
E 4	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	M------	:30	1	$125.003	0.00	NM	1	$125.00
	WAKE UP													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$125.00	0.00								
E 5	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M------	:30	2	$250.003	0.00	NM	2	$500.00
	WAKE UP													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	2	$250.00	0.00								
E 6	KSNV	09/04/12	09/07/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	4	$1,500.001	0.00	NM	4	$6,000.00
	TODAY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-TWTF--	4	$1,500.00	0.00								
E 7	KSNV	09/10/12	09/10/12	Today Show Today Show	CM	658a-9am	M------	:30	2	$350.003	0.00	NM	2	$700.00
	TODAY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	2	$350.00	0.00								
E 8	KSNV	09/10/12	09/10/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M------	:30	1	$125.003	0.00	NM	1	$200.00
	TODAY SHOW II													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$125.00	0.00								

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*KSNV*	*09/10/12-09/16/12*	*M-F Today Show II 3rd Hr*	9-10a	M---------	*:30*	*($125.00)*	0.00	*NM*
			See MG 8.2						
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE						
2	KSNV	09/10/12-09/10/12	M-F Today Show II 3rd Hr	9-10a	M---------	:30	$200.00	0.00	NM
			Ⓜ MG for 8.1 09/10						
			[revised rate]						

E 10	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M------	:30	1	$175.003	0.00	NM	1	$175.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$175.00	0.00								
E 11	KSNV	09/04/12	09/07/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	$425.001	0.00	NM	4	$1,700.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-TWTF--	4	$425.00	0.00								
E 12	KSNV	09/04/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	$325.001	0.00	NM	4	$1,300.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

Order A'Rev: 106121 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06848655 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 09/04/12 - 09/10/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 12	KSNV	09/04/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	$325.00	1	0.00 NM	4	$1,300.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-TWTF--	4	$325.00	0.00								
E 13	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M------	:30	1	$100.00	3	0.00 NM	1	$100.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$100.00	0.00								
E 14	KSNV	09/04/12	09/07/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	4	$450.00	1	0.00 NM	4	$1,800.00
	DR. PHIL													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-TWTF--	4	$450.00	0.00								
E 15	KSNV	09/10/12	09/10/12	Dr. Phil Dr Phil	CM	3-4p	M------	:30	1	$225.00	3	0.00 NM	1	$225.00
	DR. PHIL													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$225.00	0.00								
E 16	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M------	:30	1	$300.00	3	0.00 NM	1	$300.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$300.00	0.00								
E 17	KSNV	09/04/12	09/07/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-T-TF--	:30	3	$700.00	1	0.00 NM	3	$2,100.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-T-TF--	3	$700.00	0.00								
E 18	KSNV	09/10/12	09/10/12	M-F Early News M-F Early News	CM	5-630p	M------	:30	2	$375.00	3	0.00 NM	2	$750.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	2	$375.00	0.00								
E 19	KSNV	09/04/12	09/07/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	-T-TF--	:30	3	$1,200.00	1	0.00 NM	3	$3,600.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	-T-TF--	3	$1,200.00	0.00								
E 20	KSNV	09/09/12	09/09/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	------S	:30	1	$600.00	3	0.00 NM	1	$600.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	------S	1	$600.00	0.00								
E 21	KSNV	09/10/12	09/10/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M------	:30	1	$375.00	3	0.00 NM	1	$375.00
	JEOPARDY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$375.00	0.00								
E 22	KSNV	09/10/12	09/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M------	:30	1	$375.00	3	0.00 NM	1	$375.00
	WHEEL													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M------	1	$375.00	0.00								
E 23	KSNV	09/07/12	09/07/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	----F--	:30	1	$1,000.00	1	0.00 NM	1	$1,000.00
	FACE TO FACE													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	----F--	1	$1,000.00	0.00								
E 24	KSNV	09/10/12	09/10/12		CM	730-758pm	M------	:30	1	$200.00	3	0.00 NM	1	$200.00

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Flight Dates: 09/04/12 - 09/10/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Face to Face w/ Ralston										
				Face to Face w/ J.Ralston										
				FACE TO FACE										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/10/12 09/16/12 M------ 1 $200.00 0.00										
E 25	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Whee	CM	630-730pm	-----S-	:30	2	$225.003	0.00	NM	2	$450.00
				WKND Jeop/Wheel										
				JEOPARDY/WHEEL										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----S- 2 $225.00 0.00										
E 26	KSNV	09/08/12	09/08/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	$150.003	0.00	NM	1	$150.00
				Vegas Inc.										
				VEGAS INC										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----S- 1 $150.00 0.00										
E 27	KSNV	09/04/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	$1,100.001	0.00	NM	4	$4,400.00
				M-F News 3 at Eleven										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -TWTF-- 4 $1,100.00 0.00										
E 28	KSNV	09/10/12	09/10/12	M-F News 3 at Eleven	CM	11pm-1135pm	M------	:30	1	$400.003	0.00	NM	1	$400.00
				M-F News 3 at Eleven										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/10/12 09/16/12 M------ 1 $400.00 0.00										
E 29	KSNV	09/10/12	09/10/12	The Tonight Show	CM	1135p-1237a	M------	:30	1	$175.003	0.00	NM	1	$175.00
				Tonight Show										
				TONIGHT SHOW										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/10/12 09/16/12 M------ 1 $175.00 0.00										
E 30	KSNV	09/08/12	09/09/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	$400.003	0.00	NM	2	$800.00
				Sa-Su News 3 at Eleven										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----SS 2 $400.00 0.00										
E 31	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATURI	CM	6a-7a	-----S-	:30	1	$150.003	0.00	NM	1	$150.00
				News 3 Sunrise SATURDAY										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----S- 1 $150.00 0.00										
E 32	KSNV	09/08/12	09/08/12	Saturday Today	CM	7a-9am	-----S-	:30	2	$225.003	0.00	NM	2	$450.00
				Saturday Today										
				SAT TODAY										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----S- 2 $225.00 0.00										
E 34	KSNV	09/08/12	09/08/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	$550.003	0.00	NM	1	$550.00
				Saturday Night Live										
				SNL										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----S- 1 $550.00 0.00										
E 35	KSNV	09/09/12	09/09/12	Sunday Today	CM	7a-8am	------S	:30	1	$200.003	0.00	NM	1	$200.00
				Sunday Today										
				SUN TODAY										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 ------S 1 $200.00 0.00										
E 36	KSNV	09/09/12	09/09/12	News 3 Today Wknd	CM	9a-930am	------S	:30	1	$175.003	0.00	NM	1	$175.00
				News 3 Today										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 ------S 1 $175.00 0.00										
N 37	KSNV	09/08/12	09/08/12		CM	5pm-630pm	-----S-	:30	1	$225.003	0.00	NM	1	$225.00

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Flight Dates: 09/04/12 - 09/10/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Sa-Su Early News										
				Sa-Su Early News										

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/03/12	09/09/12	-----S-	1	$225.00	0.00

Totals	70	$35,900.00